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ANALYSIS OF RESULTS AND..(U) ARMY RECRUITING COMMAND
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**THE 1982
YOUTH ATTITUDE TRACKING STUDY
(YATS)
AN ANALYSIS
OF RESULTS AND IMPLICATIONS
FOR ARMY RECRUITING**

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BY
F. DAVID COLEMAN

AND

MARVIN W. TRAUTWEIN

August 1983

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Research, Studies and Evaluation Division
Program Analysis and Evaluation Directorate
Fort Sheridan, Illinois 60037

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An analysis of results and implications for Army recruiting

by

F. David Coleman

and

Marvin W. Trautwein

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Fort Sheridan, IL 60037

DISCLAIMER

The views, opinions, and findings in this report are those of the authors and should not be construed as an official Department of the Army position, policy or decision, unless so designated by other authorized documents.

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ABSTRACT

This represents the first detailed study of VATS data and a documentation of comparison of historical trends in youth attitudes. It examines reasons for recent increases in propensity for joining the Army and analyzes the propensity and quality of differences between the five region recruiting commands. Over the last 2 years, the percentage of high quality respondents has decreased while the percentage of low quality respondents has increased—significantly in both cases. Traditionally, most high quality respondents have been found in the Northeast Recruiting Region, followed by the Midwest, Western, Southwest and Southeast Regions. Medium quality respondents have been most numerous in the Southeast Region with the fewest in the Northeast and Midwest. The Southeast has had the greatest percentage of low quality respondents. The increase in "pro-military index" of prime market respondents indicates that the Army as a Service option has become more attractive. The attractiveness of military service, especially of the Army, as a stable and lasting source of employment is highly correlated to economic recession and lack of civilian job prospects.

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I. INTRODUCTION

BACKGROUND

The Youth Attitude Tracking Study (YATS) has been conducted since its inception in 1975 by Market Facts, Inc., under contract to the Department of Defense (DOD). Its purpose is to track the attitudes, perceptions, and behavior of 16- to 21-year-olds with respect to future service in the military. The study explores such topics as enlistment propensity, reasons for not considering active duty service, contact with military recruiters and other potential influencers, such as desired job characteristics, recall of recruitment advertising, awareness of starting salary, bonus offers and educational incentives, and attitudes towards draft registration (Market Facts, Inc., 1981).

A total of 13 surveys or waves of YATS have been conducted through Fall 1982. From 1975 to Fall 1980, waves were semi-annual. In 1981 and 1982 they became annual. The data presented in YATS reports were collected from interviews with 16 through 21-year-old males (since Fall 1980) who have no current or prior military experience or service, and have not enrolled in ROTC nor completed more than two years of college. The interviews, which averaged about 25 minutes in length, were conducted by telephone.

The 1982 study, conducted between 20 September and 7 November 1982, represented a reconfiguration of the male sample which was drawn from 66 Military Entrance Processing Station (MEPS) areas. This was done to allow for greater utility of YATS results by the Services since MEPS areas are standardized territorial units, uniform across all military branches. Also, data were presented for the 54 Army District Recruiting Commands (DRC) within the continental United States.

The reports are published for each wave in two editions. The first edition contains five volumes in 18 looseleaf notebooks (red books). The second edition, published several months later, contains the final report (blue book). Both editions present cross-tabulations of all data. This study is based on data from red and blue books for Fall 1979 through Fall 1981 and from red books for Fall 1982. At the time of publication of this research memorandum, the blue book for Fall 1982 had only been published in draft for review by DOD.

THE PROBLEM

Over the years, YATS results have been used by the various military recruiting services to get an idea of the propensity for military service of the American youth population. Trends have been identified that show the relative attractiveness of the Services. This type of information is being used in the development of advertising and other programs.

With the Fall 1982 survey, preliminary results showed that the Army, traditionally a third place runner, had moved in front of the Navy into a firm second position behind the Air Force, and had thereby become the number two choice of young people with interest in military service.

A Headquarters, Department of the Army (HQDA) message (DAPE-MPA), dated 13 January 1983, tasked USAREC to conduct a detailed analysis of the Fall 1982 YATS data. The following instructions were given:

- o Provide reasons for increases in Army propensity.
- o Assess the contribution of advertising to propensity changes.
- o Address analysis towards quality measurements used in YATS.
- o Provide a geographical analysis of data.

II. STUDY OBJECTIVES

Based on HQDA tasking, the following objectives were established.

- o Conduct a trend analysis of YATS results from Fall 1979 through Fall 1982 using published reports and cross-tabular runs of computer tapes.
- o Determine reasons for the increases in propensity that the Army has experienced.
- o Analyze demographic, propensity, and quality differences between the five Region Recruiting Commands (RRC).
- o Provide graphical displays of major findings.
- o Discuss YATS implications and their possible impact on Army recruiting in the future.

III. DATA COLLECTION

Data from Fall 1979 through Fall 1982 were used in this analysis, including red/blue books and computer tapes obtained from Defense Manpower Data Center (DMDC). Certain data were extracted directly from the books while cross-tabulations were done using the data from the tapes and employing Statistical Package for the Social Science (Norman *et al.*, 1975) for the purpose of capturing and analyzing information that is not possible using books.

Also, computer tapes from the National Longitudinal Survey (NLS) of Youth Labor Market Experience were obtained (Kim, 1982). These data were used to develop correlations between YATS quality indexes and AFQT categories.

Data on recent classes that entered the U.S. Military Academy were obtained for use in comparing the characteristics of future Army officers with those of YATS respondents who expressed an interest in officer programs.

It should be mentioned at this point that caution must be exercised when making comparisons across waves of YATS. Over the years numerous changes have occurred in both survey methodology and format of the questionnaire. Comparisons between Fall 1981 and Fall 1982, however, can be made with relatively high assurance. Comparisons using data from earlier years are not valid.

IV. DETERMINING MARKET QUALITY

BACKGROUND

Quality of YATS respondents has traditionally been determined using the "quality index". Table 1 illustrates how the index is determined for each respondent.

Table 1. Criteria for determining YATS quality index

<u>HIGH SCHOOL GRADES</u>	<u>VALUE</u>	<u>NUMBER OF MATH COURSES</u>		<u>SCIENCE COURSES IN HIGH SCHOOL</u>	
		<u>IN HIGH SCHOOL</u>	<u>VALUE</u>	<u>IN HIGH SCHOOL</u>	<u>VALUE</u>
A's & B's	3	FOUR	5	YES	2
B's & C's	2	THREE	4	NO, NOT SPECIFIED	1
C's & BELOW	1	TWO	3		
NOT SPECIFIED	0	ONE	2		
		NONE	1		
		NOT SPECIFIED	0		
		HIGH QUALITY	8 TO 10		
		MEDIUM QUALITY	5 TO 7		
		LOW QUALITY	1 TO 4		

Thus, the quality index is defined as the sum of the numerical values obtained from high school grades, and the number of math and science courses in high school.

Based on an individual's opinion of himself and educational experience, the quality index assumes that a respondent is telling the truth. Based on the determination criteria, it is possible that one who has received grades of B's and C's while taking four math or science courses to be categorized as being high quality. At the same time, one who has gotten A's and B's, but taken less math or science, could be in the medium or low index.

These examples point out the major weakness of the quality index. Nevertheless, it does allow certain conclusions to be drawn on the distribution of quality among respondents across the country.

SUMMARY FINDINGS

Over the last two years, the percentage of high quality respondents has decreased while the percentage of low quality respondents has increased—significantly in both cases. Traditionally, the most high quality respondents have been found in the Northeast Recruiting Region, followed by the Midwest, Western, Southwest, and Southeast Regions. Medium quality respondents have been most numerous in the Southeast Region and the fewest in the Northeast and Midwest. Finally, the Southeast has had the greatest percentage of low quality respondents.

POSSIBLE IMPROVEMENTS

In the past, several studies have been undertaken which attempt to determine relationships between the YATS quality index and mental category based on AFQT score. To date, the best correlations have been less than .50 (Orvis, 1982). Part of the groundwork for this research memorandum included an attempt to identify the relationship using data from the 1979 and 1980 National Longitudinal Surveys (Kim 1982, Kim et al. 1980). However, it proved to be unsuccessful due to problems encountered in reading and analyzing available computer tapes. It should be possible to identify the relationship successfully through the use of the data obtained from the 1980 High School and Beyond Survey (Educational Testing Service, 1983). If AFQT scores collected on a regional basis can be related to USAREC configurations for recruiting regions and districts, a much better understanding of the mental ability distribution of young people will be achieved.

V. TRENDS IN PROPENSITY

Defined as the likelihood that someone will do something, propensity for service in the military is determined in two ways by YATS. First, the "pro-military index" is determined based on respondents' unaided mention of plans to enlist in the military service. Since there is no prompting involved in the question that is used, the pro-military index is considered to be the best indicator of true propensity.

Figure 1 illustrates trends in the pro-military index over the last four years. The prime market comprises of high school seniors and high school diploma graduates who are not in college or vocational school. The college market comprises of high school diploma graduates who are in either their first or second year of post secondary education. There was no significant change in the pro-military index during 1979 to 1981. From 1981 to 1982, however, the pro-military index increased significantly for the total sample and the prime market while remaining constant for the college market.

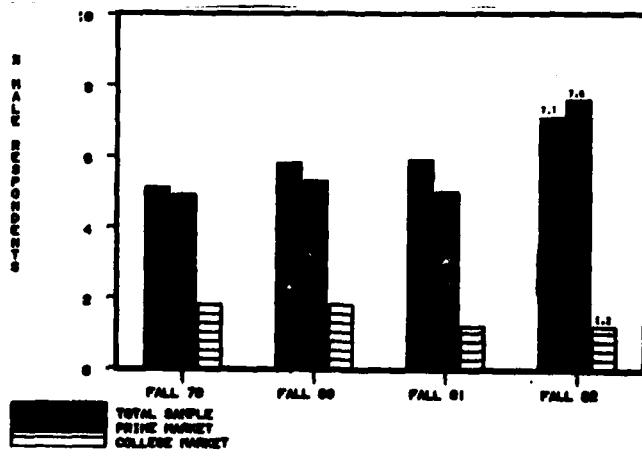


Figure 1. Pro-military index of male respondents by market segment

Second, propensity to serve in the military is determined through responses to specific questions on specific possibilities for an individual's future plans, including "how likely is it that you will be serving in the military?" Propensity for the various Services is determined by asking the likelihood for enlistment in each Service. Table 2 illustrates trends in propensity for military service for quality market males.

Table 2. Propensity of quality market males^a to enlist in any military service

	FALL 79	FALL 80	FALL 81	FALL 82
DEFINITELY YES	2.6	2.9	2.7	3.3
PROBABLY YES	15.3	18.9	21.1	22.4 ^b
PROBABLY NOT	36.1	33.6	31.5	35.3 ^b
DEFINITELY NOT	43.2	41.0	41.6	36.5 ^b
DON'T KNOW/NOT SURE	2.8	3.6	3.0	2.5

^a HIGH SCHOOL SENIORS (HSSR) AND HIGH SCHOOL DEGREE GRADUATES (HSDG) NOT IN SCHOOL

^b CHANGES ARE STATISTICALLY SIGNIFICANT AT 5% LEVEL (81 TO 82)

Positive propensity for service is determined by combining the "definitely yes" and "probably yes" responses. Statistically significant increases from 1981 to 1982 have occurred in the "probably yes" and "probably not" categories as an offset to the significant decrease in the "definitely no" category.

Figure 2 shows the trends in positive propensity of males to enlist in each Service. From 1979 to 1980 the positive propensity has increased for all Services except the Air Force, which has remained constant. From 1980 to 1981 the positive propensity has remained constant for the Army and the Air Force but has increased slightly for the Navy and decreased for the Marines. From 1981 to 1982, decreases have occurred in the positive propensity for all Services but the Army, which has increased and moved into second place—ahead of the Navy and behind the Air Force.

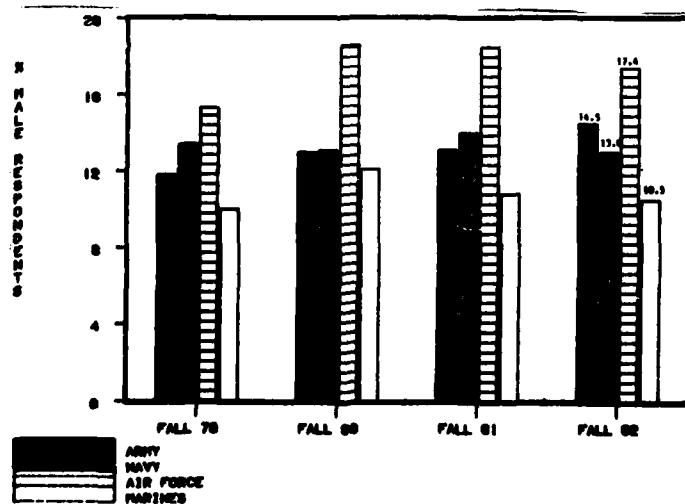


Figure 2. Positive propensity of males to enlist in the various services

VI. ADVERTISING AWARENESS

The awareness of military advertising programs is measured in two ways: Advertising recall and slogan recognition. Advertising recall has been measured since the Fall 1981 YATS. As far as the Army is concerned, there have been significant increases in the "unaided" recall of its advertising throughout the country.

Recognition of advertising slogans and the correct identification of the branch of Service they represent is an important measure of the success and effectiveness of advertising programs. Table 3 shows advertising slogan association with the correct program. "Be All You Can Be" has the highest recognition factor of slogans that are currently in use. The joint service slogan, "It's A Great Place to Start", is not recognized by many respondents as being representative of all the Services together.

Table 3. Advertising slogan association by males with the proper program.

	% OF ALL MALE RESPONDENTS*			
	FALL 79	FALL 80	FALL 81	FALL 82
"IT'S NOT JUST A JOB. IT'S AN ADVENTURE." (NAVY)	48.7	40.2	36.2	33.9
"....A GREAT WAY OF LIFE." (AIR FORCE)	26.1	31.4	34.2	35.1
"A CHANCE TO SERVE, A CHANCE TO LEARN." (JOINT SERVICE)	9.6	14.0	16.5	16.4
"IT'S A GREAT PLACE TO START." (JOINT SERVICE)	9.4	14.3	16.9	16.7
"JOIN THE PEOPLE WHO'VE JOINED THE...." (ARMY)	82.6	77.9	--	--
"BE ALL YOU CAN BE." (ARMY)	--	--	60.5	61.6 ^b
"THIS IS THE...." (ARMY)	45.3	55.8	--	--
"THE FEW, THE PROUD, THE...." (MARINES)	73.8	84.6	87.8	88.7
"MAYBE YOU CAN BE ONE OF US." (MARINES)	41.5	48.3	56.9	50.9 ^b

* 10TH/11TH GRADE, HSSR, HSDG (IN SCHOOL AND NOT IN SCHOOL), NHSDG

^b CHANGES ARE STATISTICALLY SIGNIFICANT AT THE 5% LEVEL (81 TO 82)

Another indicator of the Army advertising influence on the market is shown in table 4. The Navy and joint service slogans are more often associated with the Army than with the program they represent. This fact illustrates intangible benefits the Army advertising program receives from the resources of other Services.

Table 4. Advertising slogan association by males with the Army.

	% OF ALL MALE RESPONDENTS ^a			
	FALL 79	FALL 80	FALL 81	FALL 82 ^b
"IT'S NOT JUST A JOB. IT'S AN ADVENTURE." (NAVY)	30.6	34.5	39.3 ^c	38.6 ^c
"....A GREAT WAY OF LIFE." (AIR FORCE)	33.6 ^c	30.5	30.0	28.1
"A CHANCE TO SERVE, A CHANCE TO LEARN." (JOINT SERVICE)	35.6 ^c	36.3 ^c	35.7 ^c	33.8 ^c
"IT'S A GREAT PLACE TO START." (JOINT SERVICE)	41.7 ^c	38.8 ^c	44.4 ^c	46.9 ^c
"THE FEW, THE PROUD, THE..." (MARINES)	9.9	5.5	4.7	3.9
"MAYBE YOU CAN BE ONE OF US." (MARINES)	11.9	10.9	11.2	11.1

^a 10TH/11TH GRADE, HSSR, HSOG (IN SCHOOL AND NOT IN SCHOOL), WHSDG

^b CHANGES ARE NOT STATISTICALLY SIGNIFICANT AT THE 5% LEVEL (81 TO 82)

^c ASSOCIATED MORE OFTEN WITH ARMY THAN WITH PROPER SERVICE

VII. RECRUITER CONTACT

Figure 3 illustrates the Service represented by the recruiter who was most recently in contact with YATS respondents.

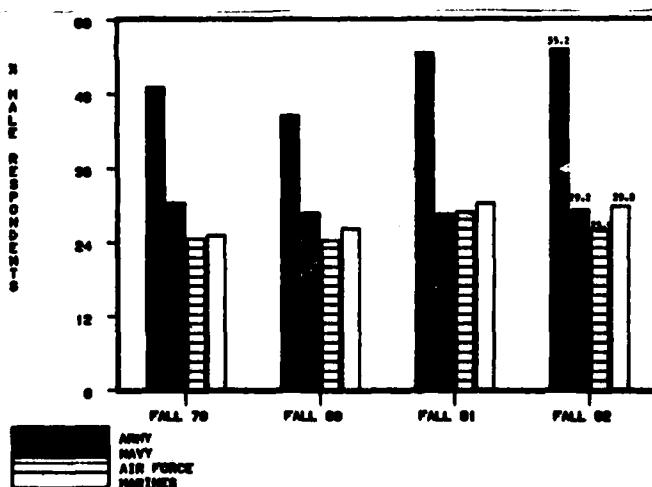


Figure 3. Reported contact of males with a military recruiter by Service

The Army stands far and above the other Services in terms of market penetration in this sense. Approximately half of all males surveyed have met with a military recruiter, with the greatest numbers from the prime market and medium

quality index groups. Overall recruiter contact decreased significantly from 1981 to 1982. This is possibly attributable to the changes in the economy which have allowed recruiters to decrease their efforts to contact all young people eligible for military service. However, the decrease has not adversely affected general military or Army positive propensity.

VIII. GEOGRAPHICAL REGION

REGIONAL RECRUITING COMMANDS

Regional differences in pro-military index and positive propensity have been commonly found. The disaggregation of YATS results to the level of Regional Recruiting Commands (RRC) is thus important from the standpoint of planning marketing strategy and recruiting programs. The decrease in sample size does not result in any significant loss in precision.

Figure 4 displays the trends in the pro-military index from 1979 to 1982 within each of the five RRC. There has been a general increase in the pro-military index in all regions except Southeast (from 1979 to 1980) and Southwest (from 1980 to 1981). From 1981 to 1982, the pro-military index increased in all regions of the country.

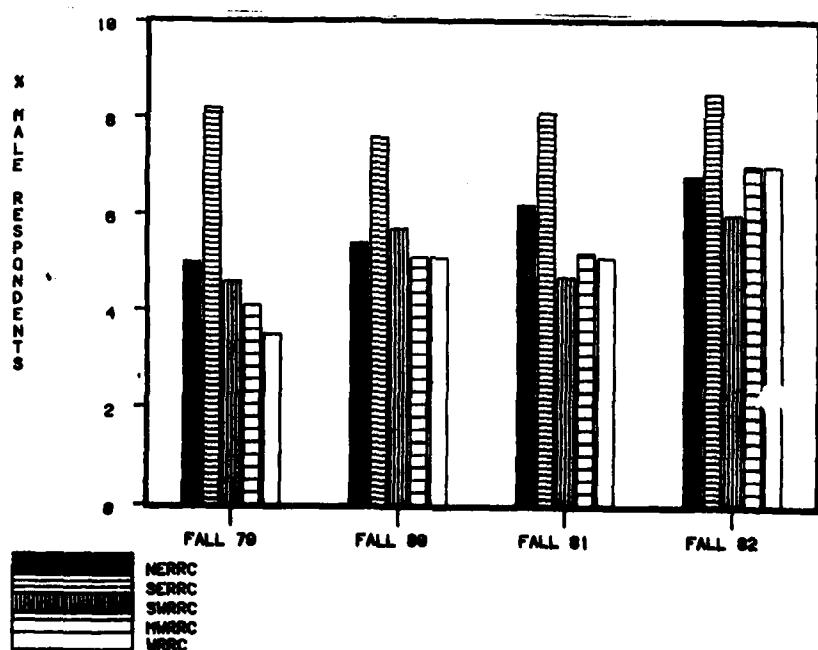


Figure 4. Pro-military index of males by RRC

Figure 5 illustrates the trends in positive propensity for the Army since 1979 within each of the five RRC.

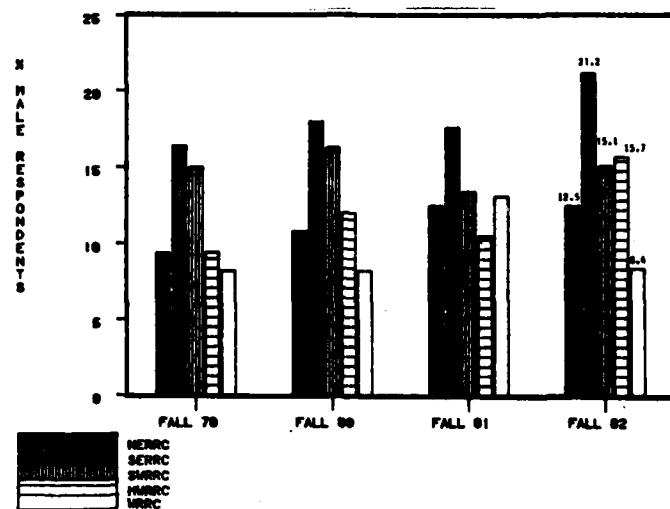


Figure 5. Positive propensity of males for Army by RRC

There has been a general increase in the positive propensity in all regions. Trends in Western Region have been steady, except for 1981, when positive propensity rose to 13.1 percent. This change, however, is within the bounds of sampling error and can be attributed to chance variation. Though positive propensity for the Army is up, it is strongly influenced by low quality respondents (see figure 6), as the Army lags the other Services in the quality of male youth who express positive propensity.

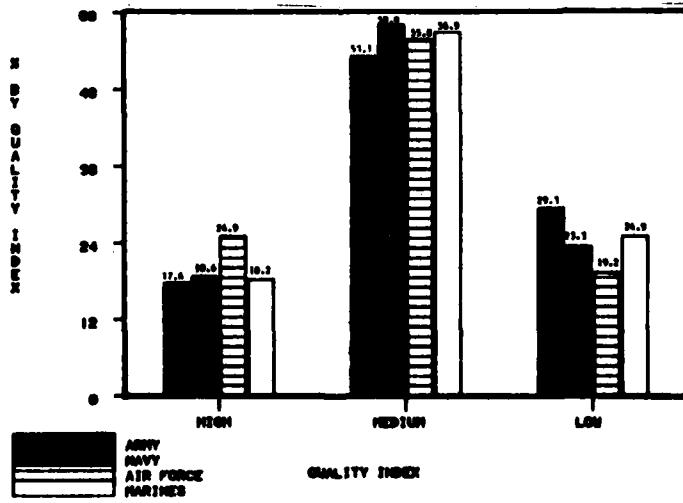


Figure 6. Quality index of males with positive propensity to enlist by Service

A recap of important results from YATS 1981 and 1982 is presented in table 5. It shows the distribution of male respondents in five recruiting regions with respect to quality index, positive propensity for Service and Army, employment outlook (based on perceived difficulty of finding a job in ones area of residence), advertising recall, AFQT category I-IIIA HSDG(M) contract production, and I-IIIA HSDG(M) contract production as a function of the number of 17 through 21-year-old males in the region. These data allow for preliminary conclusions to be drawn of the relationships between the variables shown. For example, the increases in propensity for any Service and for the Army have been accompanied by significant increases in a pessimistic employment outlook and the unaided recall of advertising. A correlation analysis of this information will be presented in section IX of this report.

	PESSIMISTIC										IN REGION				AS % OF			
	QUALITY INDEX			POSITIVE PROPENSITY			EMPLOYMENT			ADVERTISING		I-IIIA		CONTRACTS				
	MEAN	SD	MIN	MEAN	SD	MIN	MEAN	SD	MIN	MEAN	SD	MEAN	SD	MEAN	SD	MEAN	SD	
MEAN	46.1	35.9 ^b	44.8	47.8 ^b	34.6	35.3 ^b	25.0	25.3	12.5	12.5	42.3	38.1 ^b	30.9	36.4 ^b	45.9	35.5 ^b	.491	.107 ^b
SD	28.2	29.3 ^b	25.3	30.5 ^b	30.4	25.3 ^b	33.4	33.7	17.6	21.2 ^b	40.3	38.1 ^b	30.3	35.3 ^b	30.8	36.7 ^b	.405	.163 ^b
MIN	31.1	28.7	28.4	51.0	17.9	32.4	25.4	27.6	15.4	15.1	30.3	46.9 ^b	45.1	76.5 ^b	30.2	47.9 ^b	.498	.076
RMEC	35.1	35.8	40.8	40.8	36.1	17.4	22.1	25.7 ^b	10.5	15.7 ^b	51.6	38.5 ^b	30.4	76.2 ^b	30.2	50.1 ^b	.121	.195 ^b
MEC	38.7	32.5 ^b	48.6	51.2	36.5	35.2	22.2	24.4 ^b	13.1	8.4 ^b	41.7	51.0 ^b	32.5	38.7 ^b	38.4	50.3 ^b	.117	.189 ^b
NATIONAL	31.6	31.8 ^b	48.9	49.3	36.5	32.9 ^b	25.0	27.6	13.1	10.5	45.3	32.5 ^b	30.4	76.3 ^b	42.9	32.5 ^b	.301	.163 ^b

^a 100% 17TH GRADE, HIGH, HIGH (IN SCHOOL AND NOT IN SCHOOL), HIGH.

^b DIFFERENCES ARE STATISTICALLY SIGNIFICANT AT .05 LEVEL.

^c PERCENTAGE OF TOTAL MALE UPS HIGH CONTRACTS FROM REGION THAT WERE HSDG(M)/HSDG(M) I-IIIA.

^d PERCENTAGE OF 17-21 YEAR OLD UPS MILITARY AVAILABLE POLES THAT WERE HSDG(M)/HSDG(M) I-IIIA CONTRACTS.

Table 5. Regional recap of Fall 1981 and Fall 1982 YATS results for males^a

DISTRICT RECRUITING COMMANDS

The subgrouping of the data according to District Recruiting Commands (DRC) was carried out based on a special request of the Army Deputy Chief of Staff for Personnel. However, the validity of the results is dubious due to small and often varying samples of respondents in the DRC. Samples for the 1982 survey ranged from 80 to 290 per district. The San Juan and Honolulu DRC have not been included in YATS. Figures 7 through 11 show pro-military index of DRC in each RRC for 1979 through 1982.

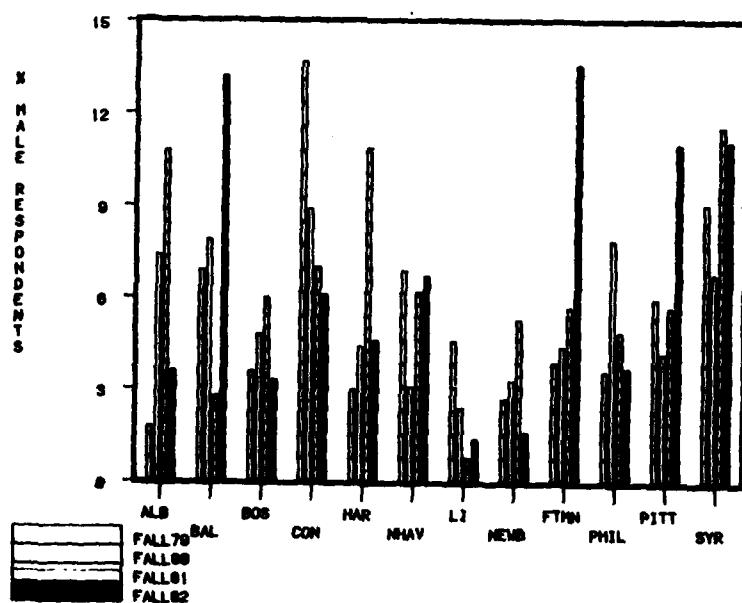


Figure 7. Pro-military index of males by DRC in Northeast Region

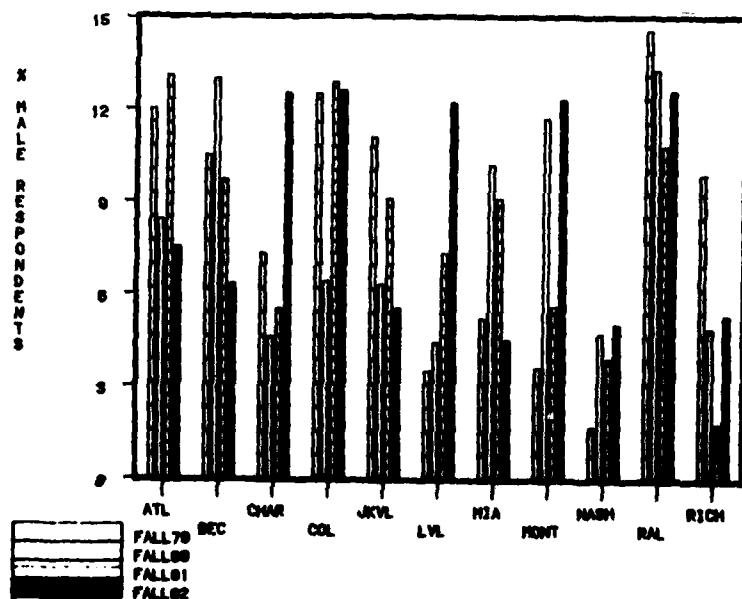


Figure 8. Pro-military index of males by DRC in Southeast Region

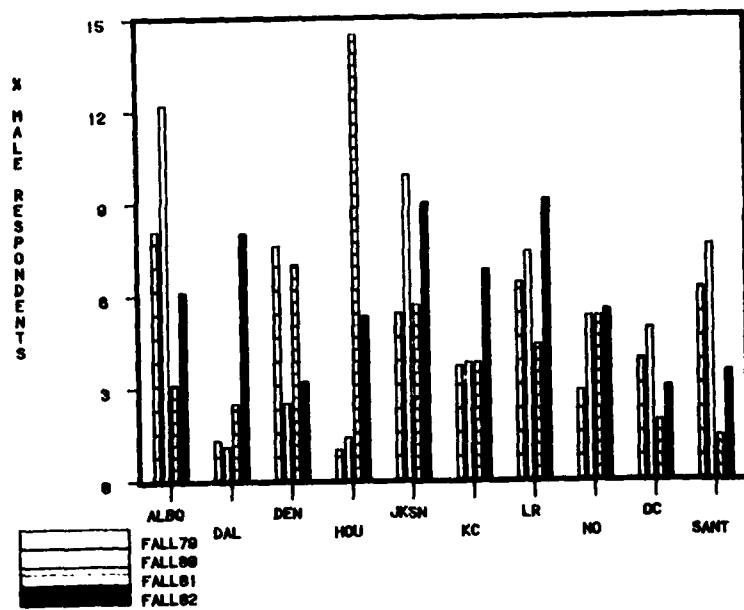


Figure 9. Pro-military index of males by DRC in Southwest Region

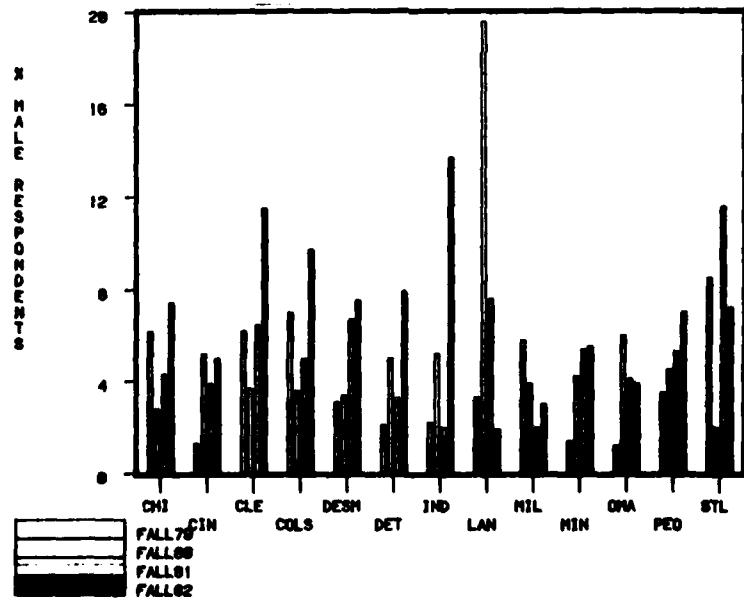


Figure 10. Pro-military index of males by DRC in Midwest Region

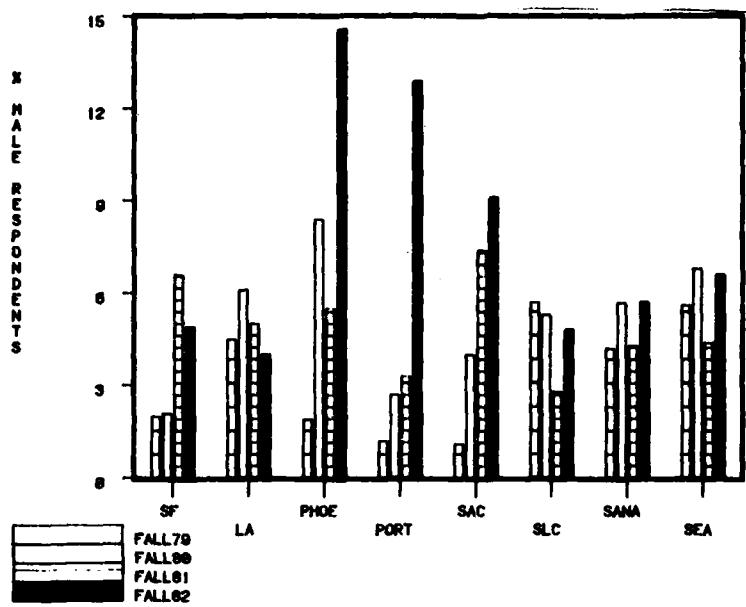


Figure 11. Pro-military index of males by DRC in Western Region

Figures 12 through 16 show positive propensity to enlist in the Army for DRC in each RRC for 1979 through 1982.

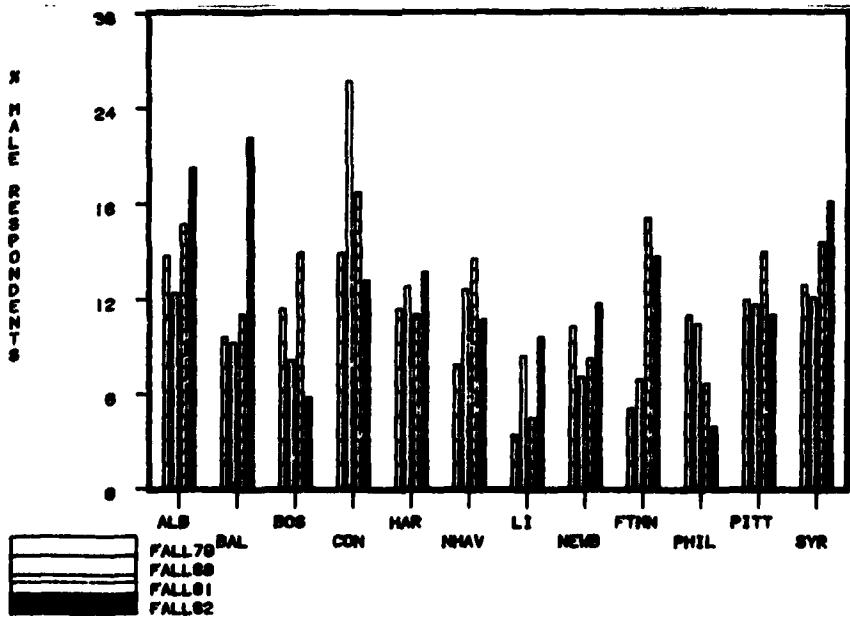


Figure 12. Positive propensity of males for Army by DRC in Northeast Region

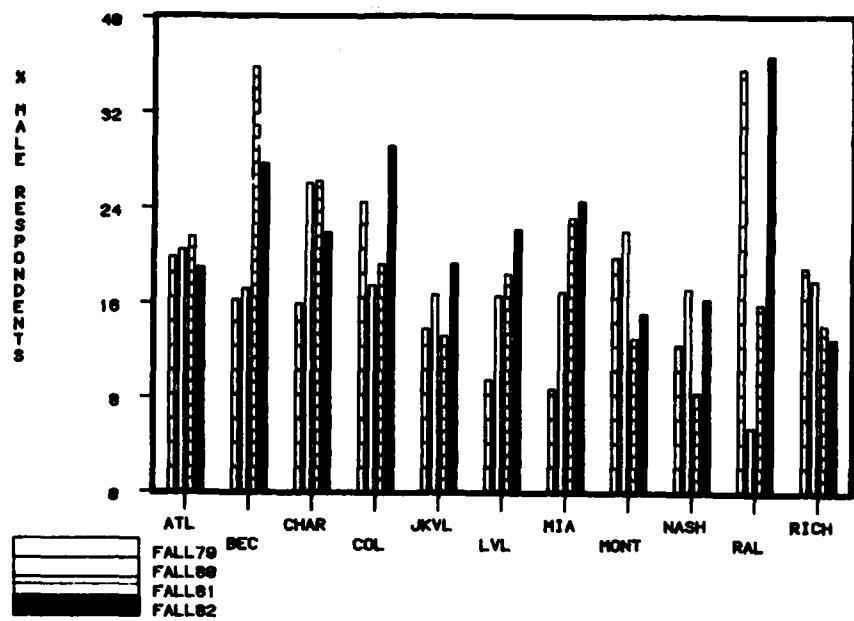


Figure 13. Positive propensity of males for Army by DRC in Southeast Region

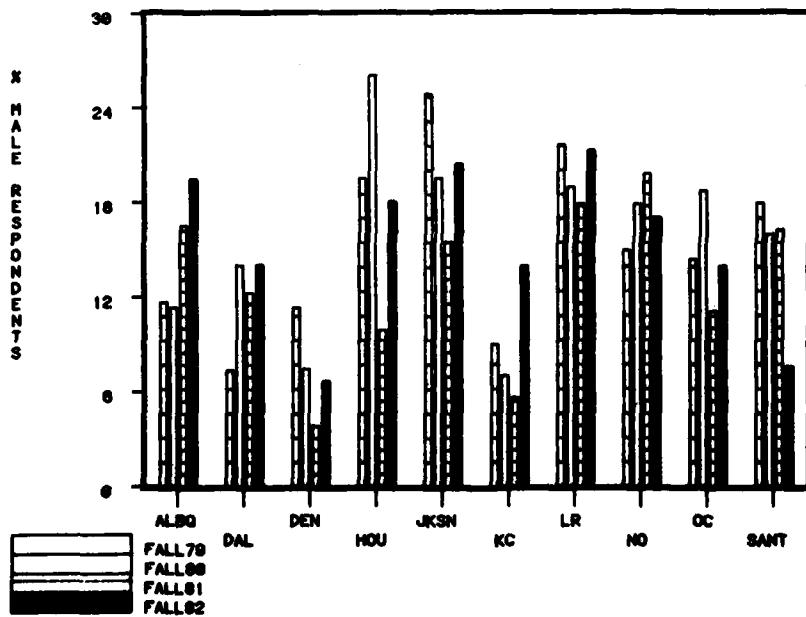


Figure 14. Positive propensity of males for Army by DRC in Southwest Region

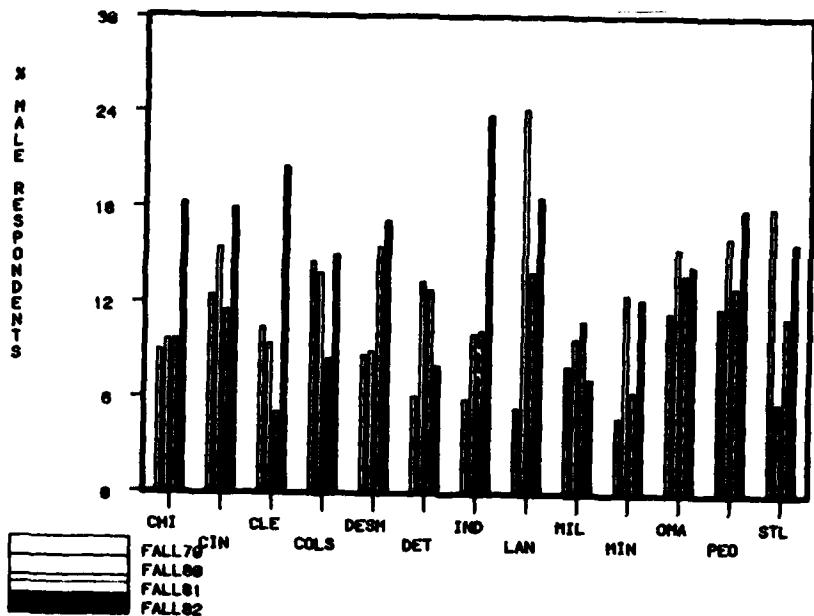


Figure 15. Positive propensity of males for Army by DRC in Midwest Region

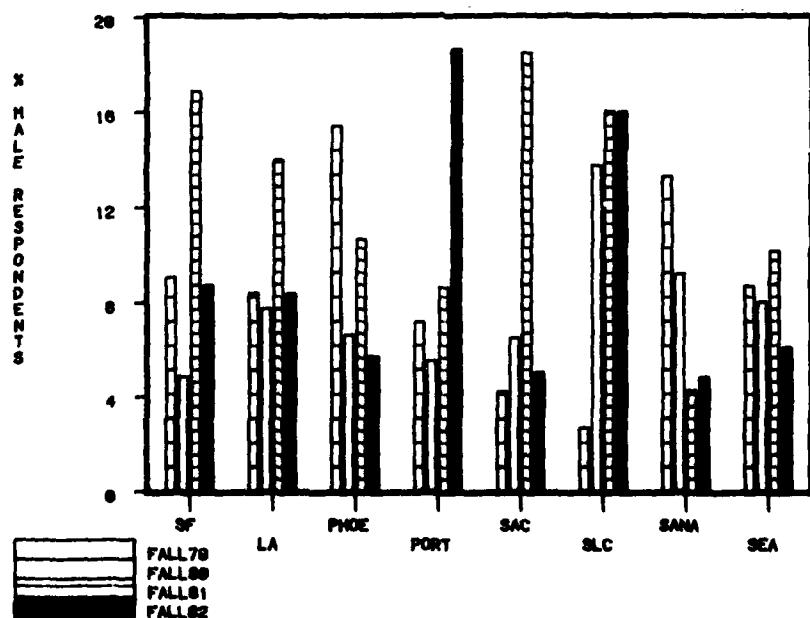


Figure 16. Positive propensity of males for Army by DRC in Western Region

IX. RELATIONSHIPS BETWEEN FACTORS WHICH AFFECT PROPENSITY AND PRODUCTION

Table 6 summarizes the results of the correlation analysis between the eight variables given in table 5. It shows the strength of relationships between factors which affect propensity and production. Strong correlations exist

Table 6. Relationships between factors which affect propensity and production

VARIABLES	POS PROP FOR THE ARMY - HIGH QUAL	POS PROP FOR THE ARMY - MED QUAL	POS PROP FOR THE ARMY - LOW QUAL	POS PROP FOR MIL	POS PROP FOR ARMY	EMPL OUTLOOK	ADV RECALL	HSDG(M) I-III CONTRAS Z OF REG RA
POS PROP FOR MIL	1.00							
POS PROP FOR ARMY	-0.60	1.00						
USA LOW QUAL	-0.95	0.30	1.00					
POS PROP FOR MIL	-0.88	0.15	0.98	1.00				
POS PROP FOR ARMY	-0.73	-0.12	0.88	0.93	1.00			
EMPLOY- MENT OUTLOOK	0.47	-0.67	-0.29	-0.25	-0.03	1.00		
ADVERTIS- ING RECALL	-0.34	-0.19	0.49	0.55	0.80	0.43	1.00	
HSDG(M) I-III CONTRAS Z OF REG RA	0.10	-0.25	-0.04	-0.10	-0.12	0.75	0.07	1.00

between the employment outlook of respondents and HSDG(M) I-III A enlistment contracts. Also, low quality index respondents strongly influence positive propensity for the military and for the Army. Finally, advertising recall and positive propensity for the Army have a strong relationship.

X. CONCLUSIONS AND IMPLICATIONS FOR FUTURE RECRUITING

SUMMARY CONCLUSIONS

This represents the first detailed study of YATS data and a documentation of comparison of historical trends in youth attitudes.

The significant increase in the "pro-military index" of prime market respondents has enhanced the attractiveness of the Army as a Service option.

Military recruiters have made great strides in contacting Service eligible young people, especially through 1981. The Army leads all other Services in market penetration.

Army advertising is paying off. YATS respondents are highly aware of the "Be All You Can Be" slogan in particular, and have good recall of Army advertising in general. Army awareness is enhanced by other Services campaigns especially the Navy and Joint Service.

The attractiveness of military service, especially of the Army, as stable and lasting employment is highly correlated to the lack of civilian job prospects.

Though Army propensity has increased, concern should still exist due to the fact that the Army still lags the other Services in the quality of youth with positive enlistment propensity.

IMPLICATIONS FOR FUTURE RECRUITING

To tap the quality markets found in the Northeast and Western Regions, concentrated efforts should be made to raise propensity in both areas. Low unaided recall of advertising in the West and a highly pessimistic outlook for employment in the Northeast indicate room for improvement.

The Midwest Region should be used as a prime source of contracts. It is the area with the highest unaided recall of advertising, the poorest employment outlook, and the second highest propensity for the Army.

In the Southwest Region, additional efforts should be made to take advantage of good propensity and the significant increase in a poor employment outlook which occurred from 1981 to 1982.

The Southeast Region should continue to be a prime market area because the high enlistment propensity there has increased even more from 1981 to 1982.

YATS II AND FUTURE RESEARCH

The Department of Defense has awarded a new contract (YATS II) to the Research Triangle Institute. The first survey will be conducted from September through November of 1983. The sampled population will be expanded to include male respondents from the 22 through 29-year-old age group as well as 16 through 21-year-old males and females. This will provide insights into the views and perceptions of older people, including veterans, which are important due to the declining numbers of youth, and provide input concerning attitudes for National Guard and Reserve programs. Included also will be information on propensity for ROTC and Service Academy programs. Most importantly, in terms of the Army's interest in attracting quality applicants, YATS II will include a new measure of mental ability which should allow for closer correlations with AFQT.

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